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Thermore launches 'Aria' a synthetic alternative to down feathers

Thermore, a worldwide leader in research, production and marketing of thermal insulations for apparel and sleeping bags has launched 'Thermore ARIA', a perfect technical synthetic alternative to real down feathers. An Italian word, 'Aria' means air in English. It perfectly describes this new insulation which is 98 per cent air by volume: ultra-light, soft and an efficient high-loft insulator. Aria product mimics the look of down when quilted with suitable fabrics. It is hypo-allergenic and does not contain any dangerous chemicals (it's free of PFOS and PFOA) and offers a very safe and humane alternative to using animal products for quilted outerwear.

The insulation does not need to be applied with specialized machinery or unique garment construction. Also, problems of fibre migration does not exist due to Thermore's proprietary finishing process-thus preserving the long term quality and appearance of the garment. Aria is an excellent alternative to down in with regards its appearance, health and ethical concerns, cost, availability and overall performance.

Thermore is dedicated to innovation and is using its experience to anticipate market demand with new products such as ARIA that are perfectly designed for purpose. ARIA straddles the seasons with an almost palpable touch, yet still offers a full winter thermal performance.

Thermore was founded in 1972 in Milan and is a worldwide leader in the research, production and marketing of thermal insulation for apparel and sleeping bags with operations in Europe, US and Asia including production facilities in Thailand and offices in Hong Kong. The global presence of the Thermore Group makes it possible for international clients to benefit from its market leading experience at a convenient and cost effective price point. Thermore's current product range includes Classic, Ecodown, Rinnova, Pro, and now ARIA. Thermore is a member of the Italian Outdoor Group, Outdoor Industry Association, SnowSports Industries America and of the Camera Nazionale della Moda Italiana.

<http://www.thermore.com>

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